R.J. Reynolds Tobacco Company

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April 3, 1998

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Subject: **WalMart - Revised Sales Area Brand List**

Attached you will find an updated version of the information I forwarded on to each of you earlier this week. The only real change is the addition of several brand styles to the Northeast Sales Area brand list.

As communicated earlier, the Area brands are available as needed, however, we need to be cautious of just including all styles because they are available. If we do not approach this with some discipline, we will find ourselves in the same position we are in today; that is, too many brand styles on the fixture, and inadequate inventory on the core/growth styles.

Call if you have any questions.

Don

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Attachment (Walm.xls)

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Source: https://www.industrydocuments.ucsf.edu/docs/zpkn0000